



BYD enters Switzerland: Driving the future of New-Energy Vehicles (NEVs)

- **BYD, the world's leading manufacturer of new-energy vehicles, officially enters the Swiss market on April 1st and 2nd with a dynamic brand launch at the Umwelt Arena in Spreitenbach**
- **The initial line-up features the SEAL (Full-Size Sedan BEV), SEALION 7 (Full-Size SUV BEV) and SEAL U DM-i (Full-Size SUV Plug-in Hybrid)**
- **BYD SEAL price starts at CHF 48,990, BYD SEALION 7 at CHF 49,990 and BYD SEAL U DM-i at CHF 42,990. The launch offer includes "Dream Leasing" from Crédit Agricole Auto Bank, BYD's financing partner in Switzerland, with a 0% interest rate up to 48 months, 10,000km and 3,000 km / year charging for free with BYD X Shell Recharge Card.***
- **A nationwide dealer network is being established with plans for 15 points of sales across Switzerland by the end of the year.**

April 1st, 2025 - BYD, the world's leading manufacturer of new-energy vehicles, has officially entered the Swiss market, marking the occasion with a dynamic brand launch. With its cutting-edge technology and efficient pure-electric and DM-i plug-in hybrid models, BYD is bringing sustainable mobility to yet another major European car market. Customers in Switzerland are being offered an exciting line-up of models in the initial product roll-out.

BYD SEAL

The all-electric sports full-size sedan breaks new ground with the advanced e-Platform 3.0, Cell-to-Body technology and 8-in-1 powertrain. The in-house developed, cobalt-free Blade Battery offers new levels of safety, durability, performance and efficiency. A state-of-the-art vehicle architecture blends unprecedented levels of driving dynamics and intelligence, advanced technology, long-range capabilities and fast charging to deliver an eco-friendly and exciting on-board experience.

Available in two trims, Design and Excellence, the BYD SEAL offers choice of two drivetrains, both with a battery capacity of 82.5 kWh, with WLTP range up to 570 km, standard 11 kW AC charging capacity and 150 kW DC charging capacity.

The design language combines a sleek and athletic body with a high level of comfort and practicality for five occupants, an outstanding range of standard equipment, including a



rotatable 15.6-inch touchscreen, an oversized panoramic sunroof, sports seats, and a 12-speaker Dynaudio performance audio system providing premium-quality sound.

The **Design** trim level will be available for **CHF 48,990**, and the **Excellence** trim level for **CHF 53,990**. The launch offer includes “Dream Leasing” from Crédit Agricole Auto Bank, BYD's financing partner in Switzerland, with a 0% interest rate up to 48 months, 10,000km and 3,000 km / year charging for free with BYD X Shell Recharge Card.*

BYD SEALION 7

BYD's flagship performance full-size SUV, the SEALION 7, is also now available in Switzerland. It features e-Platform 3.0, which helps to create an SUV that mixes space with sportiness, as well BYD-developed Cell-to-Body construction, as in the BYD SEAL, empowering whole-vehicle safety and space efficiency. With the world's fastest electric motor in mass production, capable of reaching 23,000rpm, BYD showcases its commitment to advanced research and development strategy. The SEALION 7 has astonishing acceleration, with 0-100km/h in just 4.5 seconds, and offers up to 502km of range (WLTP), and fast charging capabilities in just 24 minutes. Available with two powertrains, and in three trim levels (Comfort, Design AWD, Excellence AWD), the SEALION 7 matches advanced exterior design cues connected with the BYD Ocean Series models with a clever, roomy cabin that has premium-grade materials and on-board technology to satisfy the most tech-savvy customers searching for a sporty family car with impeccable environmental credentials.

The **Comfort** trim level will be available for **CHF 49,990**, the **Design** trim level for **CHF 55'990** and the **Excellence** trim level for **CHF 60'990**. The launch offer includes “Dream Leasing” from Crédit Agricole Auto Bank, BYD's financing partner in Switzerland, with a 0% interest rate up to 48 months, 10,000km and 3,000 km / year charging for free with BYD X Shell Recharge Card.*

BYD SEAL U DM-i Plug-in Hybrid

BYD's first vehicle in Europe with Super DM (Dual Mode), SEAL U DM-I is designed for eco-conscious mobility and long-range journeys. BYD Super DM Technology represents a game-changing evolution in intelligent plug-in hybrid technology. Exclusively developed by BYD, it offers a multitude of benefits, including energy efficiency, low fuel consumption, driving performance, and comfort. For SEAL U DM-i, the "i" symbolizes intelligence, embodying smart and energy-efficient driving principles. BYD Super DM Technology prioritizes electric power with minimal reliance on fuel; when the battery is fully charged and switched to EV mode, the vehicle becomes pure electric, and when State Of Charge (SOC) is low, it transforms into an ultra-low fuel-consumption hybrid vehicle, alleviating



concerns about electric range.

The SEAL U DM-i, available in three trim levels and feature two driving modes, is the Daily “EV” without range anxiety, securing a total range of more than 1,100 kilometers (WLTP) when fully charged and filled with petrol. Ocean Aesthetics Design, characterized by its attractive X-shaped front end with a rounded and curved look, meets a premium and intelligent cockpit experience with a modern and elegant interior, soft-touch surfaces, high-quality finishes, a 15.6-inch BYD-signature rotatable screen. NFC key functionality and Vehicle-to-Load as standard, making your car a mobile power source.

The **Boost** trim level will be available for **CHF 42,990**, the **Comfort** trim level **CHF 46,990** and the **Design** trim level for **CHF 49,990**. The launch offer includes “Dream Leasing” from Crédit Agricole Auto Bank, BYD's financing partner in Switzerland, with a 0% interest rate up to 48 months, 10,000km and 3,000 km / year charging for free with BYD X Shell Recharge Card.*

“We're very excited to be opening our network in Switzerland. At BYD, our mission is to make our sustainable technologies as accessible to as many consumers as possible, so every new market in Europe is extremely important to us. We're delighted, too, to be launching with vehicles that showcase the types of technology that we are receiving more and more recognition for: the Blade Battery and Cell-to-Body construction in the SEAL and SEALION 7, and our Super DM hybrid system in the SEAL U DM-i. We're looking forward to growing our presence here throughout 2025 and beyond”, says **Stella Li, BYD Executive Vice President**.

All of the new BYD models launched in Switzerland come with the brand's high levels of standard equipment, simplifying the customer's decision-making journey and offering value for money. BYD models also get a six-year/150,000km manufacturer warranty as standard, with the power battery and drive motor being covered for eight years.

Retailer's Point of Sales across Switzerland

Maintaining BYD's policy of partnering with strong, proven retail specialists, the Swiss market entry comes through a partnership with sales company Harmony, which operates more than 80 locations worldwide for automotive brands. The first BYD showroom is already open for business in Uraniastrasse 31, in the heart of Zurich, with additional outlets set to launch soon in Zug and more cities. In addition, BYD is working with Automotive Suisse on outlets in Lugano and Bellinzona. Both showrooms will have a soft opening starting from April, and official openings are scheduled for Q3. The first step in network development is expected to involve a total of 15 points of sales by the end of the year, as BYD nurtures strong relationships at both dealer group and local levels.

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Innovative and sustainable: BYD leads the NEV Revolution

Founded in 1994, BYD (Build Your Dreams) is the only NEV producer to have developed its own power systems, power batteries, automotive semiconductors, motors and motor controller systems. Last November, BYD became the first auto maker in the world to reach the production milestone of 10 million NEVs – a ground breaking figure that is testament to the company's steadfast commitment to sustainable development. As a technology company, BYD employs over 110,000 engineers and technicians, and it applies for more than 40 new patents every working day.

*“Our success is built on quality, reliability, cutting-edge technology, and an unmatched driving experience,” says **Maria Grazia Davino, Regional Managing Director, BYD.** “In 2024 alone, over 4.25 million customers chose BYD. Switzerland, with its passion for innovation and engineering excellence, is the ideal place to bring to market a strong product offer, comprehensive sales strategy, territorial network coverage and customer experience.”*

BYD introduced the game-changing Blade Battery in 2020. The flat, rectangular design of the Blade Battery ensures better cooling and preheating, and the fully cobalt-free lithium iron phosphate (LFP) chemistry successfully passed a puncture test designed to simulate internal short circuits caused by sharp objects penetrating the battery during a severe traffic accident. During the test, the battery's temperature ranged from 30-60 °C, and no smoke or flames were emitted. Blade Batteries can also withstand more than 5,000 charge and discharge cycles.

*Disclaimer: With BYD X Shell Recharge Card (0.14 CHF/kWh discount), 3,000 km/year will be free with driving 60km/day and Shell DC charging price of 0.79 CHF/kWh

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About BYD

BYD is a multinational high-tech company devoted to leveraging technological innovations for a better life. Founded in 1994 as a rechargeable battery maker, BYD now boasts a diverse business scope covering automobiles, rail transit, new energy, and electronics, with over 30 industrial parks in China, the United States, Canada, Japan, Brazil, Hungary, and India. From energy generation and storage to its applications, BYD is dedicated to providing zero-emission energy solutions that reduce global reliance on fossil fuels. Its new energy vehicle footprint now covers 6 continents, over 100 countries and regions, and more

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than 400 cities. Listed in both Hong Kong and Shenzhen Stock Exchanges, the company is known to be a Fortune Global 500 enterprise that furnishes innovations in pursuit of a greener world. For more information, please visit www.bydglobal.com.

About BYD Auto

Founded in 2003, BYD Auto is the automotive subsidiary of BYD, a multinational high-tech company devoted to leveraging technological innovations for a better life. Aiming to accelerate the green transition of the global transportation sector, BYD Auto focuses on developing pure electric and plug-in hybrid vehicles. The company has mastered the core technologies of the entire industrial chain of new energy vehicles, such as batteries, electric motors, electronic controllers, and automotive-grade semiconductors. It has witnessed in recent years significant technological advancements, including the Blade Battery, the DM-i and DM-p hybrid technology, the e-Platform 3.0, the CTB and iTAC technologies, the DiSus Intelligent Body Control System, and the Super e-Platform. The company is the world's first carmaker to stop the production of fossil-fueled vehicles on the EV shift and has remained top of new energy passenger vehicle sales in China for 12 years in a row.

About BYD Europe

BYD Europe is headquartered in the Netherlands and is the first overseas branch of BYD Group, with a commitment to deliver safe and efficient sustainable solutions in new energy vehicles through world-leading technological innovations.

For more information, please visit www.byd.com.

The following link will take you to the press release and photos of the SEAL, SEALION 7 and SEAL U DM-i models, the technology from BYD, Stella Li and Maria Grazia: Davino: https://newsroom.flowcube.ch/en/media_kits/235654/

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